

Flip the Pharmacy

Purposeful Stress to the Practice

As a weightlifter, I understand that to grow muscle I have to increase muscle tension, muscle stress, and muscle breakdown. It is through this stress on the muscle that the body repairs damaged muscle by forming new muscle protein strands or myofibrils. It is these repaired myofibrils that increase muscle thickness and hypertrophy or growth—but it is through the rest after the workout that allows this repairing process.

This is not much different from what we are asking all of you to do to your practices right now—in the midst of this pandemic—stress your practice, create change, feel the pain, feel the burn—then take a step back, let things settle and assess—make adjustments and start the process over and over and over again. It is only through this stress on the system that you can truly transform your practice. In fact, I would dare to say that if you are not feeling stresses in your practice—then you probably haven't stressed the system enough. I don't say this based on some theoretical view of practice, but rather my own experience as a co-owner and practitioner at my own practice.

When I first became an owner at Towncrest Pharmacy—the pharmacy was performing as it always had—not many new things were occurring and people were feeling comfortable—no stress, no burn, no pain. The danger of this of a practice like this is that one can become complacent—no need to create change—just keep the status quo. I hope all you understand that staying the status quo in today's health care system is a formula for extinction—you must transform your practice to support enhanced services that optimize your patients' medications. This means stressing your practice purposefully—implementing the practice domains of Flip the Pharmacy—learning from the process, making adjustments and improvements, then going right back to stressing the practice again and again and again.

I am coming up on fifteen years of ownership at Towncrest Pharmacy—we have never reached practice perfection yet—not even close nor will be ever. We continue to stress our system—break it down, build it back up, and stress it again. This process has provided us with many opportunities even during the pandemic including our partnership with our local public health department. Our system is extremely stressed right now as we are providing COVID-19 vaccinations, performing rapid antigen testing, participating in two payer programs (with a third coming soon), implementing a direct contract with a local employer, and still provide all the other clinical services that we offer. Yes, our system is extremely stressed right now—but it's the only way for us to become stronger